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TAKE TIMEOUT FOR SLEEP™

Often the obvious is so much so that we can't see it. When we do, we wonder how we could have been so blind as to ignore an obvious fact.

Fact: For over twenty years, we have developed and have been using a method (Hemi-Sync sound) that has helped thousands get to sleep without use of drugs. It is probably the best noninvasive means to go to sleep that's available. In the mid-seventies, we conducted a study with forty-five insomniacs—those who required prescription medication to get to sleep at night. After thirty nights using only Hemi-Sync sound, forty of the forty-five found it as good or better a means to get to sleep. Our Catnapper sleep tape has sold nearly one hundred thousand copies, principally through word of mouth.

Fact: In the United States alone, there are over eighty-five million adults who suffer from sleep deprivation. Worldwide, the number exceeds two hundred million. At least thirty million Americans use prescription drugs to get to sleep in spite of possible side effects. Lack of sleep causes more industrial and auto accidents than any other single cause.

Fact: This fall, Hemi-Sync sound finally will be offered to the general public as an alternate means to get to sleep. It will be distributed under the brand name TIMEOUT, in the form of a four-cassette album. It will be distributed by Interstate Industries, Inc., the commercial agent for the Institute. The first advertising campaign will be on late-night TV.

Obviously!

If you have any obvious ideas where we go next with the TIMEOUT project, let us know!